MARANELLO WORLD

DAS MAGAZIN FÜR FERRARISTI

MEDIA GUIDE 2024

www.maranello-world.de

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MAGAZINE OVERVIEW

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www.maranello-world.de

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Cancellation right until copy deadline, for the inside frontcover, inside back cover and back cover one week before copy deadline.

AD SPECIFICATIONS / DATA TRANSFER

PRINTING PROCESS: Offset, European offset colour scale

PRINTING PROFILE: Iso Coated v2 300

BINDING: Perfect bound (Hotmelt)

PRINTING MATERIAL: Preferably PDF/X1 files. Maximum area coverage 300%. Plus 3 mm bleech at each side. Vital elements should be 4 mm from bleed and 15 mm from back margin. We can't guarantee for the correct display of text elements smaller than 7 pt, and of lines thinner than 0,5 pt.

DELIVERY OF DATA: Via mail to herstellung-zeitschriften@heel-verlag.de.

PROOF: Correctness of colour only with proof, otherwise no responsibility can be taken. Please send the proof to: HEEL Verlag GmbH, Margit Grommes, Pottscheid 1, 53639 Königswinter, Germany

SCHEDULE 2024

ISSUE	PUBLICATION DATE	AD CLOSING DATE	MATERIAL DEADLINE
1-2024 (132)	22.02.2024	11.01.2024	18.01.2024
2-2024 (133)	23.05.2024	16.04.2024	23.04.2024
3-2024 (134)	22.08.2024	19.07.2024	26.07.2024
4-2024 (135)	14.11.2024	09.10.2024	16.10.2024

ADVERTISING FORMATS AND RATES

AD FORMAT	TYPE AREA mm width x mm height	TRIM SIZE* mm width x mm height	4c Price in Euro
2/1**	440 x 258	480 x 320	9.500,–
1/1	**185 x 258**	**240 x 320**	**4.900,–**
1/2 vert. 1/2 horiz.	89 x 258 185 x 126	117 x 320 240 x 157	2.700,–
1/3 vert. 1/3 horiz.	57 x 258 185 x 82	76 x 320 240 x 102	1.900,–
1/4 vert. 1/4 horiz. 1/4 corner	41 x 258 185 x 60 89 x 126	55 x 320 240 x 75	1.300,–

SPECIAL PLACEMENTS

	in Euro
inside front cover	5.700,–
inside back cover	5.200,–
outside back cover	6.000,–
Opening Spread**	10.500,–

ADVERTORIAL

	in Euro
1/1 page 4c	4.900,–

DISCOUNTS

Volume discount rates	
2 pages	5 %
4 pages	10 %
8 pages	15 %
Frequency discount rates	
from 3 ads	5 %
from 7 ads	10 %
from 10 ads	13 %

* Plus 3 mm bleed at each side. Vital elements should be 4 mm from bleed and 15 mm from back margin.

** Plus 3 mm bleed at each side. In the middle the trim must be doubled (6 mm) for motifs that run over the inner binding edge to avoid that text or images may be cut off. Please send the file as two single pages.

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